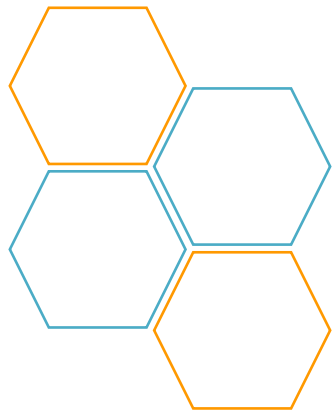
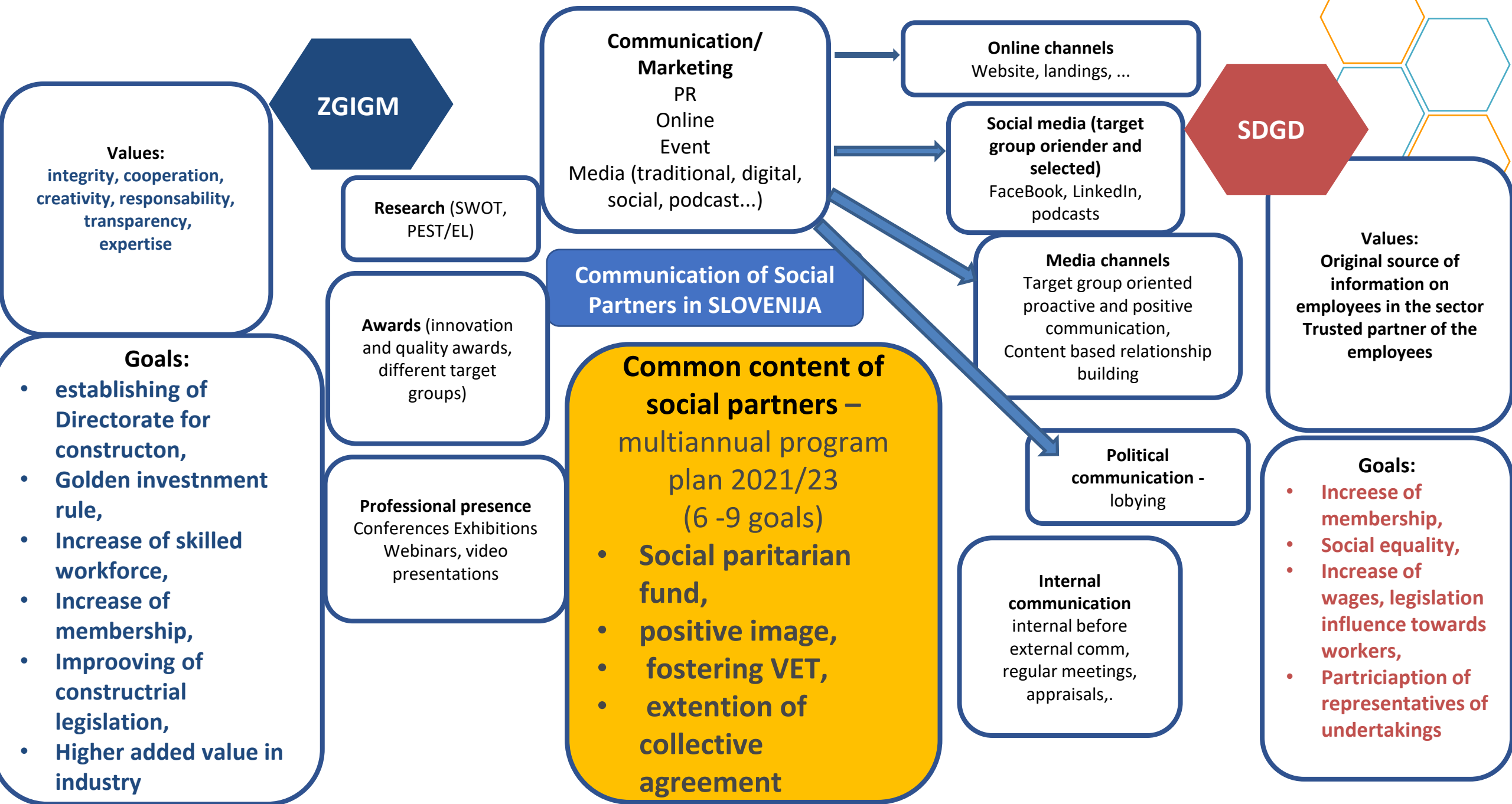


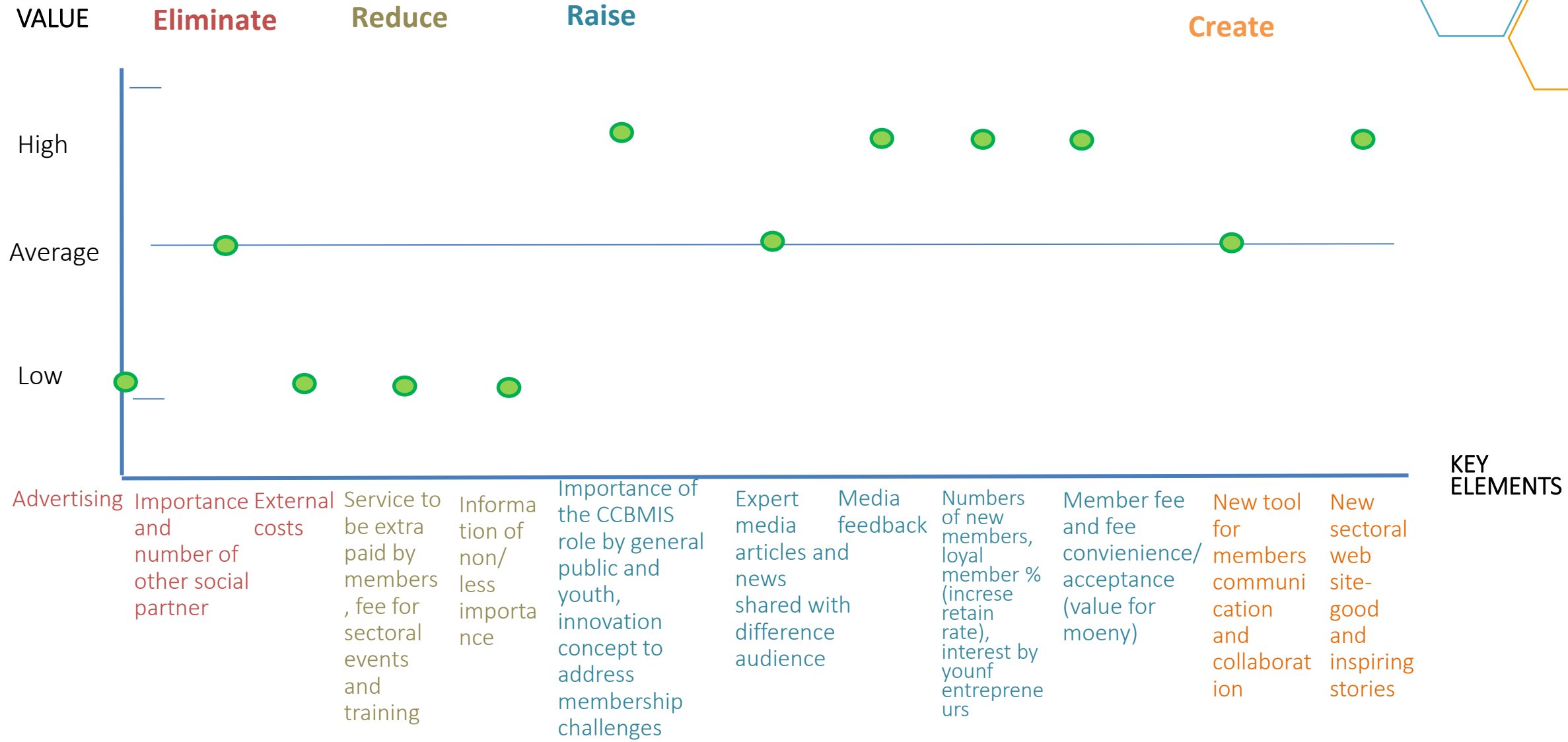
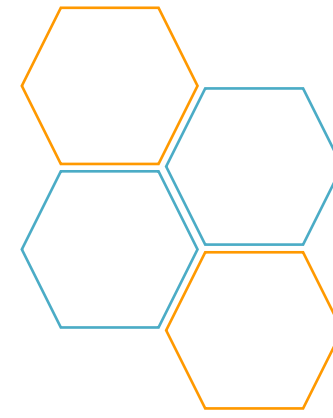
SLO



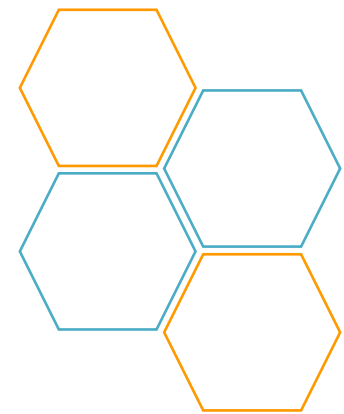
The communication landscape of the Association of Construction Entrepreneurs and Trade Union of Construction



Value Innovation Curve - Future



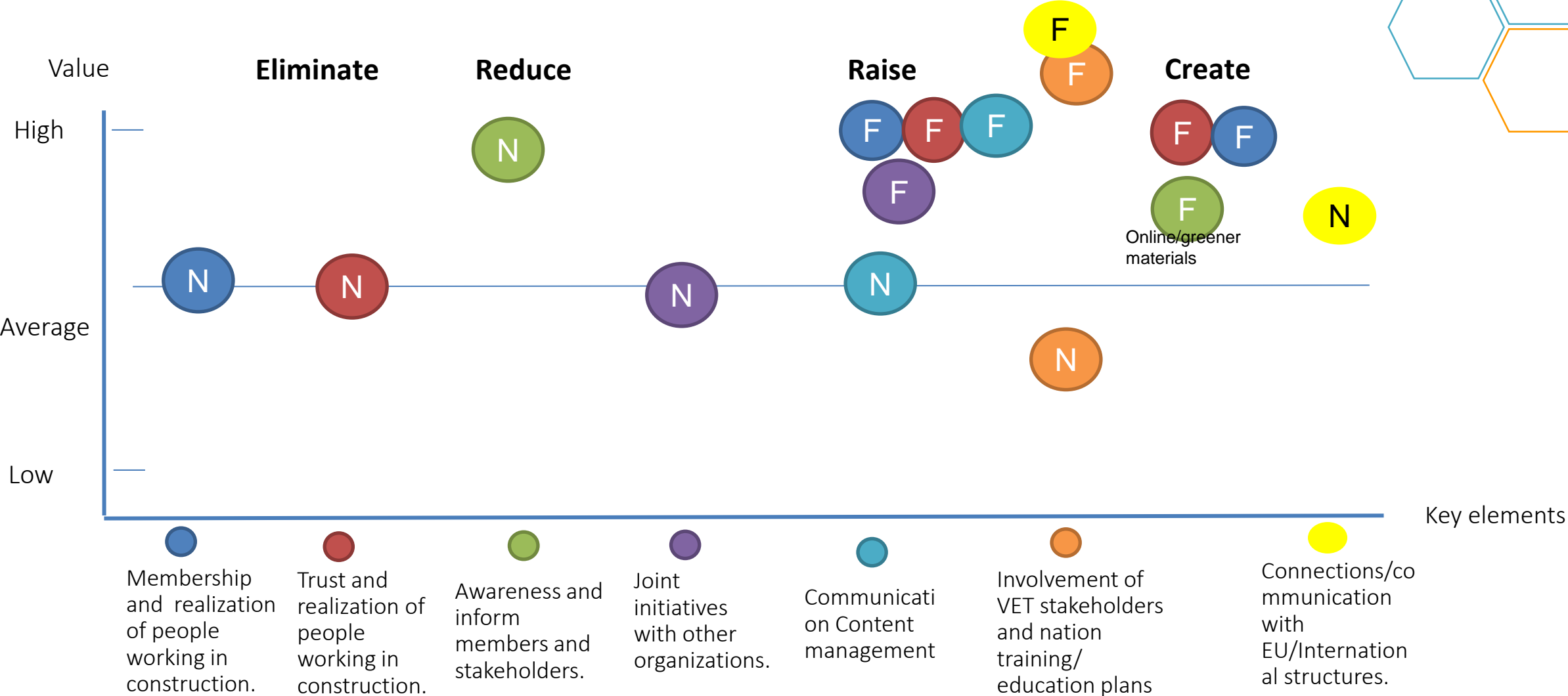
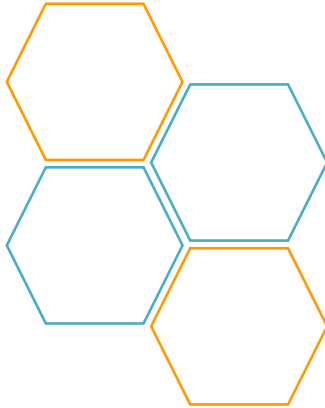
BG



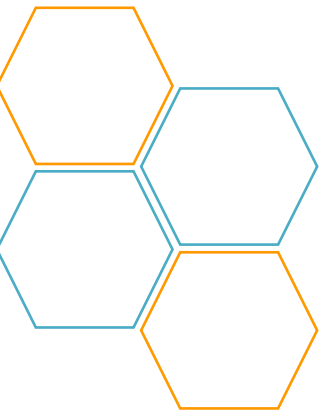
The communication landscape – BG Social Partners VET, Green Deal, Digitalization



Value Innovation Curve - Future



GR



Communication landscape



PEDMEDE:

Values: Sectoral knowledge and expertise, European representation, representation of the construction sector in Greece (representing all sizes of companies)– sharing the Greek perspective of the construction sector

Vision: Stronger relationships with social partners, Greater involvement, Stronger representation in National level

OMTSIM:

Values: Equal representation of all key stakeholders involved in the cement industry

Vision: Effective collective agreement for the cement industry, addressing OSH issues, ensuring better working conditions for its' members' interest

Target groups:

- Members (contractors of public works, individuals and SMEs in the construction sector for PEDMEDE/ trade unions for OMTSIM)
- Social partners and associations in the construction industry and relevant sectors
- Policy makers/ public authorities

Communication channels:

- Regular online channels– website, social media (Fb, LinkedIn, Instagram)- weekly based newsletter delivered to members
- Youtube channel
- Events- Thematic info days- conferences
- Occasional posts in newsletters, online or/ and printed
- Promotional material
- Attendance and participation in events/ media production
- Political communication/ consultation with policy makers
- Promotion of education/ training activities related to the sector
- Internal communication (annual steering committee plus thematic committees meeting, management board committees)

Communication landscape

What are the challenges you are facing with?

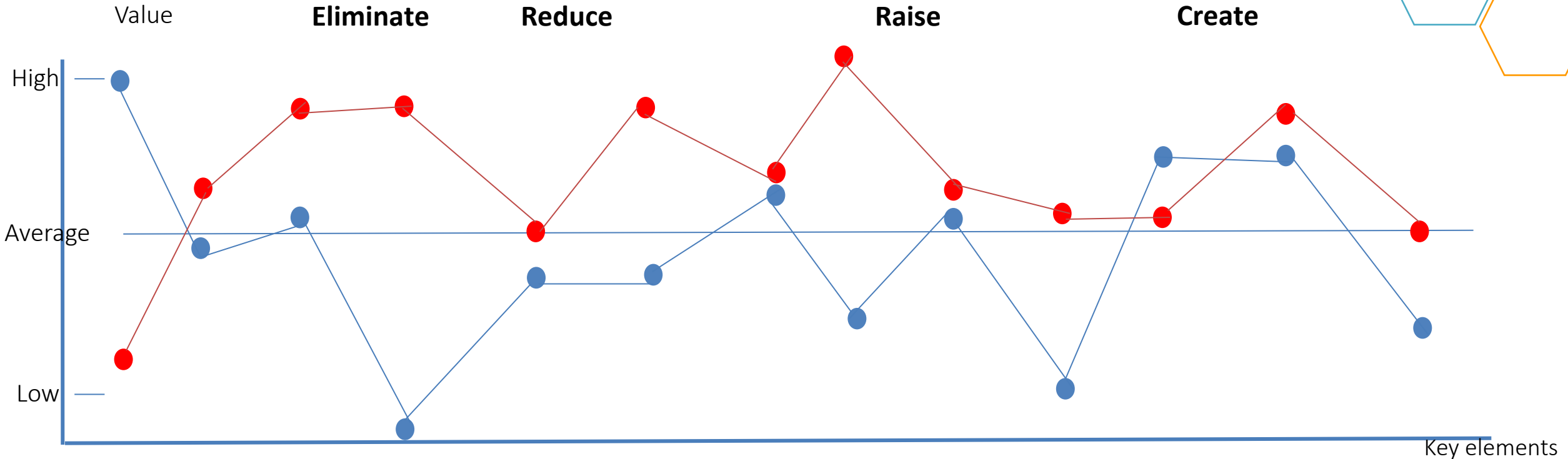
- To share the vision that PEDMEDE is the key stakeholder representing the construction sector in Greece
- To be more effective and active in social dialogue
- To highlight that PEDMEDE brings the expertise of the EU challenges towards the sector, through its representation in EU organizations
- To ensure visibility/ regular presence
- To raise awareness on the challenges that the sector faces

What are the main goals you would like to support with communications?

- Attractive members/ strengthen membership capacity
- Enabling social dialogue- stronger negotiation/ networking/ synergies with social partners
- Building alliances and stronger networking with key stakeholders- further engagement with stakeholders
- Lobbying
- Awareness raising on the challenges that the sector faces
- Address SD priorities (digitalization of the construction sector, VET training/ re-skilling and up-skilling in the construction industry)



Value Innovation Curve – Future (PEDMEDE)



Generic and general communication (not targeted)

Website up to date & direct

Social Media (orientation according to the audience/ target group addressed/ customization)

Hire Communication on manager/ expert/ manage media relations- actions

Draft and communicate position papers on sectoral issues (technical/ legal etc)

Members engagement on content development sharing

Regular and consistent communication/ news

Direct key messages- reachable

Key opinion leader position in national level

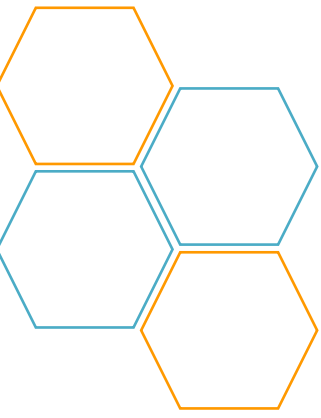
Inclusion of new media reaching all target groups following trends

Internal Communication

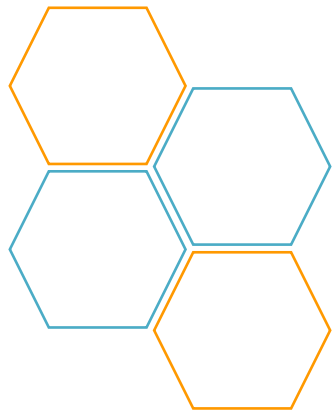
Representativeness of the Greek perspective in EU level

Video- visual content creation and dissemination

HR



Communication landscape



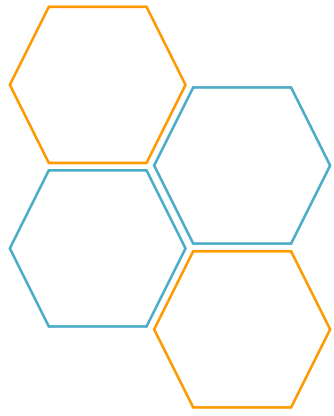
Please give us a short overview of your present communication situation by answering these questions:

What have you reached so far (target groups, communication channels)?

What are the challenges you are facing with?

What are the main goals you would like to support with communications?

KEY GOALS



Increase the **membership**

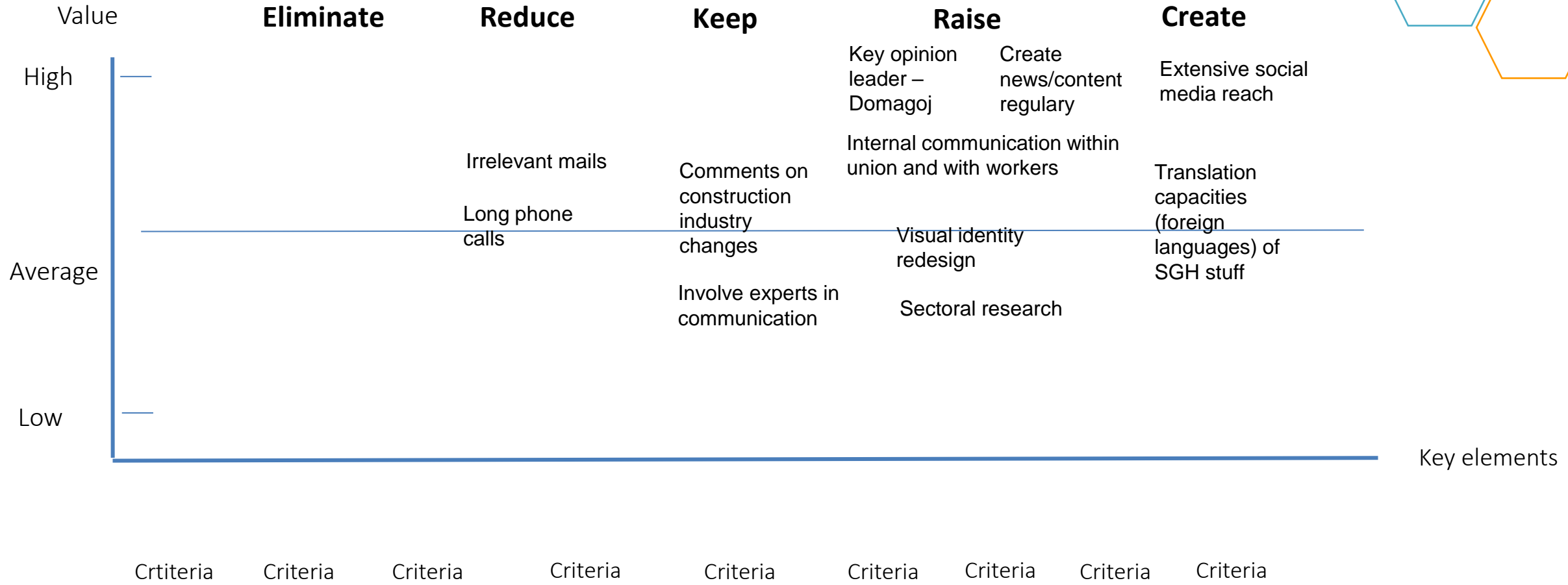
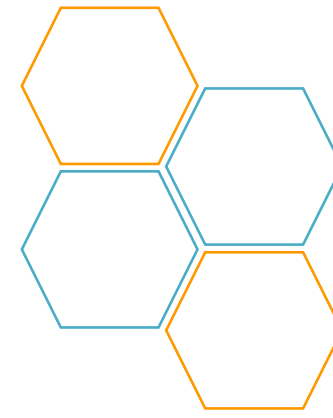
Improve the **position of workers**

Inform workers on their rights

Inform the **public** on the key problems and oportunitites

Inform key **stakeholders** on the key problems and oportunitites

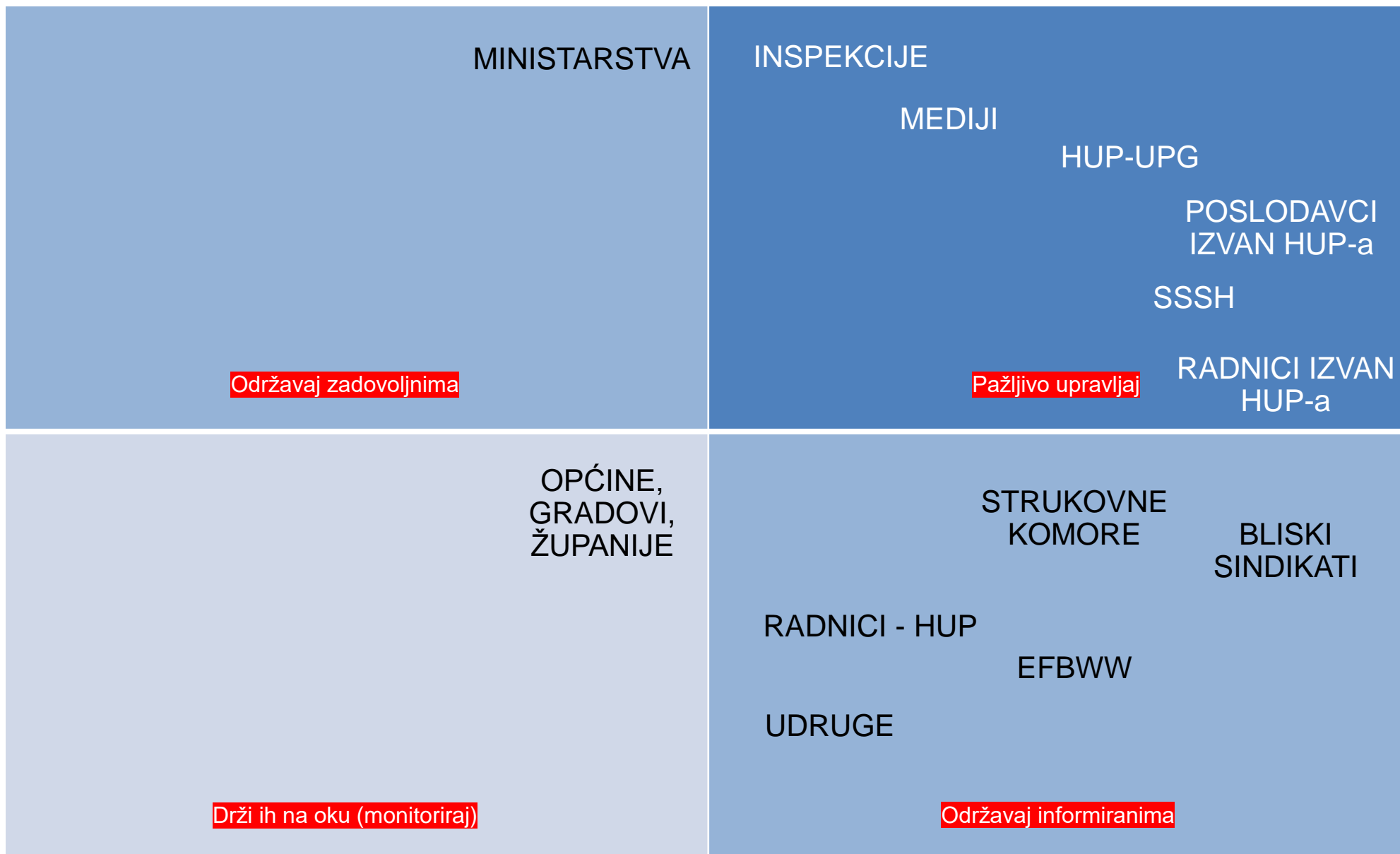
Value Innovation Curve - Future



MOĆ/UTJECAJ

VELIK

MALI



MALI

VELIK

INTERES

